

THE STRATEGY PARTNER

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Strategic Goal-Setting Tool: Turning Vision into Action

Introduction

Every year, millions of individuals set resolutions or goals, but a significant portion of these aspirations fail to materialize. Why? Often, it's because:

1. Goals are not clearly defined or structured as SMART goals.
2. Strategies to achieve those goals are vague or nonexistent.
3. Tactics to execute strategies are not actionable or practical.
4. There's no accountability system to track progress and refine actions.

This tool is designed to help you overcome these challenges by guiding you step-by-step through setting, strategizing, and achieving your most important goal for the year. Let's turn your vision into a reality.

As you work through this tool, if you'd like to schedule a video conference to jumpstart your process, please click here:

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Step 1: Define Your SMART Goal

What is a SMART Goal?

A SMART goal is:

- **Specific:** Clearly defines what you want to achieve.
- **Measurable:** Includes criteria to measure progress.
- **Achievable:** Realistic and attainable.
- **Relevant:** Aligns with your values and priorities.
- **Time-Bound:** Includes a deadline or time frame.

Thought-Stimulator Questions

1. What is the **one most important thing** you want to achieve this year?
2. Why is this goal meaningful to you, and how does it align with your long-term vision?
3. How will you measure success?
4. What timeline feels realistic yet challenging for achieving this goal?

Prompt: Write your SMART goal below:

My SMART Goal:

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Step 2: Identify Three Strategies

What is a Strategy?

A strategy is a high-level approach or plan that outlines how you will achieve your goal. Think of it as the "how" behind your vision.

Thought-Stimulator Questions

1. What are three major approaches that will help you achieve this goal?
2. How can you leverage your strengths, resources, or network to support these strategies?
3. What potential obstacles might arise, and how can your strategies address them?

Prompt: List your three strategies:

1. Strategy 1: _____
2. Strategy 2: _____
3. Strategy 3: _____

Step 3: Define Tactics for Each Strategy

What is a Tactic?

Tactics are specific, actionable steps you'll take to implement your strategies. These are the "what" and "when" details of your plan.

Thought-Stimulator Questions

1. What specific actions can you take to execute each strategy effectively?
2. How often or consistently will these actions need to occur?
3. What tools, systems, or support do you need to implement these actions?

Prompt: For each strategy, identify three tactics:

Strategy 1: _____
Tactic 1: _____
Tactic 2: _____
Tactic 3: _____

Strategy 2: _____
Tactic 1: _____
Tactic 2: _____
Tactic 3: _____

Strategy 3: _____
Tactic 1: _____
Tactic 2: _____
Tactic 3: _____

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Step 4: Accountability and Progress Tracking

Why Accountability Matters

Goals succeed when progress is monitored, learnings are incorporated, and adjustments are made along the way.

Thought-Stimulator Questions

1. How will you track your progress toward your goal? (e.g., journal, app, weekly review)
2. Who can you involve as an accountability partner to provide feedback and encouragement?
3. How often will you review and adjust your strategies and tactics based on progress?

Prompt: Create your accountability plan:

1. Progress tracking system:

2. Accountability partner(s):

3. Frequency of reviews:

Step 5: Reflect and Commit

Reflection

1. Why is this goal worth pursuing?
2. How will achieving this goal improve your life or business?
3. What is one thing you can do **today** to move closer to your goal?

Commitment – Sign a contract with yourself.

"I commit to pursuing my goal with focus, perseverance, and an openness to learning. I will hold myself accountable and celebrate progress along the way."

Signature: _____

Date: _____

Bonus Tips for Success

- Break larger tactics into smaller, manageable tasks.
- Celebrate small wins to stay motivated.
- Adjust your strategies and tactics as needed to remain aligned with your goal.

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